



5001 Lake Land Blvd. | Mattoon, IL 61938 | lakelandcollege.edu

REQUEST FOR QUALIFICATIONS (RFQ)

Digital Advertising Services for the Center for Business and Industry

Statement of Qualifications Due: March 2, 2026 at 2 p.m.

OVERVIEW

Lake Land College is seeking a qualified vendor to provide **digital advertising services** to support awareness of programs offered through the **Center for Business and Industry (CBI)** and **Community and Professional Programs**. These campaigns will focus on reaching employers, business leaders, and community members through targeted digital channels.

PROJECT SCOPE & BUDGET

Campaign will run between mid-March and June 30, 2026. Budget dollars are inclusive of this time period, not monthly.

Center for Business and Industry (CBI)

- **Budget:** \$8,000
- **Audience:** Employers, business owners, HR professionals, business leaders
- **Goal:** Increase awareness of workforce training, employer services, and partnerships

Community Learning / Enrichment Programs and Professional Programs

- **Budget:** \$5,500
- **Audience:** Adult learners and community members
- **Goal:** Increase awareness and participation in non-credit and enrichment offerings

Vendors may recommend appropriate digital tactics such as display, search, video, streaming audio, social media, geofencing, or retargeting, based on goals and budget.

SUBMITTAL REQUIREMENTS

Please limit responses to **10 pages or fewer** (excluding examples) and mail 2 copies.

Include the following:

- 1. Company Overview**

- Brief description of the firm and relevant experience

- 2. Approach & Strategy**

- Recommended approach for managing CBI digital campaigns
- Suggested platforms/tactics and rationale

- 3. Relevant Example**

- One example of a similar digital advertising campaign with positive outcome

- 4. Budget & Fees**

- Explanation and percentage of agency fees and how ad spend is managed
- Confirmation ability to execute within stated budgets and timeline. Work will begin March 10 and extend to June 30, 2026.

- 5. Primary Contact**

- Name, title, email, and phone number
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REVIEW & SELECTION

Lake Land College will review all submissions and may contact vendors for clarification. Selection will be based on experience, approach, budget alignment, and overall fit. The College reserves the right to accept or reject any submission.

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TIMELINE & SUBMISSION METHOD

- **RFQ Issued:** January 13, 2026
- **Qualifications Due:** March 2, 2026 by 2 p.m. **This due date will not be altered due to weather conditions
- **Vendor Selected:** March 9, 2026

Submission Method

All responses MUST be printed and submitted in a sealed envelope. Electronic copies are NOT ACCEPTED. Please note that we live in a rural area and overnight delivery is not always possible.

Please direct questions and mail responses to:

Kelly Allee

Director of Marketing & Public Relations

Lake Land College

5001 Lake Land Blvd.

Mattoon, IL 61938

kallee@lakelandcollege.edu or 217-234-5215